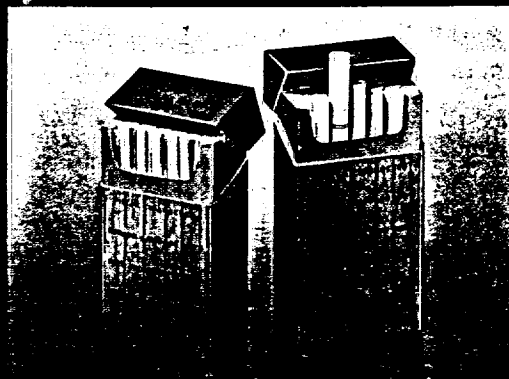


Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

**If you got crunched at the party
with your soft pack
try our new hard pack.
Benson & Hedges
100's**



Regular and Menthol

17 mg. "tar," 1.1 mg. nicotine,
av. per cigarette, FTC Report, Oct. '74.

1005010164